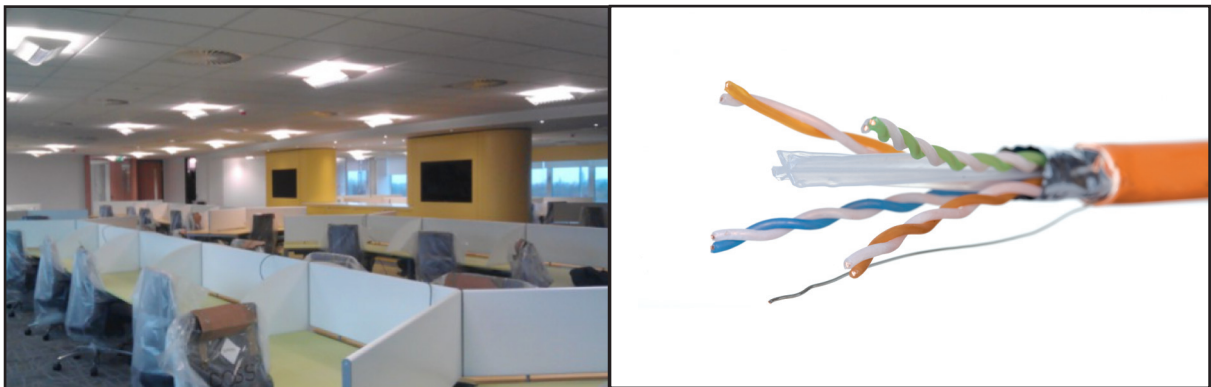


Nexans gets Etihad talking



Etihad Airways selected a complete Nexans LANmark-6A network solution that would provide an upgrade path for future advances in technology for their new call centre headquarters in Manchester Airport's Voyager building.

"Etihad is known for its cutting edge technology and was therefore after the very best cabling installation for its network infrastructure, in the market."



Roots in the North West

Etihad, the national carrier of United Arab Emirates, has recently opened its flagship contact centre in the Voyager building at Manchester Airport. In addition to the company's other worldwide call centres, including Al Ain, Abu Dhabi, Australia and India, the UK addition caters for the increasingly large number of calls from English speaking customers. The new 22,948 square foot premises at the Voyager building opened in February 2012, covering two floors and employing nearly 200 staff.

Etihad already had strong ties to the area, with superior Business and First Class lounges at Manchester Airport, and the airport is also home to a line maintenance facility for the airline. Etihad and Manchester City Football Club have a long term sponsorship arrangement that includes Etihad owning the naming rights for the team's stadium. In terms of its proximity to transport links, and its position at the heart of Manchester's aviation industry, the Voyager building was deemed the ideal location in which to base Etihad's European contact centre, growing and strengthening their UK business and their investment in the local region.

With sights set high for the future of the Manchester headquarters, Etihad's flagship call centre installation required exceedingly high infrastructure standards. The company needed a cabling network that would support the high bandwidth requirements dictated by a large number of data outlets, and one that would require minimum upgrading and maintenance as advances in technology further developed.

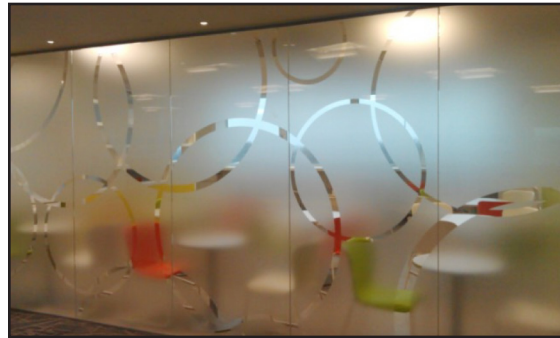
Collaboration

Etihad's preferred installer for the large scale network installation project was Express Data, who have worked with Nexans Cabling Solutions for a number of years, introducing a significant number of new customers to the wide range of Nexans solutions available. With twenty years of industry experience in the technical configuration of all systems that run off the network, Express Data were an ideal partner for Nexans, with the complementary skills to ensure the project was implanted successfully. Chris Earl, Express Data, explains: "The project delivery team were commissioned by EDCM Consulting, working with Works Electrical (West Yorkshire) for Etihad Airways, to supply, install and commission a structured cabling system for voice, data, AV and CCTV.

"Turning to our preferred cabling provider, Nexans, for a complete network solution we flood-wired the building to support the wide variety of needs of a modern, efficient call centre. As the flagship hub for Europe, Etihad were looking for the network to be ready to meet future advances in technology without need for costly or time-consuming upgrade work; a model that could then be replicated throughout other UK airports."

Consultants, EDCM, have a five year relationship with the airline, having recently provided project management services for the fit out of the business lounges, so it was of no surprise that they were brought on board for the contact centre.

Earl said: "We have worked with EDCM on a number of projects, and were recommended for the Etihad installation due to our Nexans offering of a future-ready solution, capable of 10G. The client was drawn to Nexans' full range of Cat6A and Cat7A solutions for the network."



The network installation

EDCM and Etihad were originally drawn to Nexans' Cat7A solution – the highest performance standards compliant, copper solution available in the market. Peter Leonard of EDCM explains:

"Etihad is known for its cutting edge technology and was therefore after the very best cabling installation for its network infrastructure, in the market."

With its backwards compatibility and high performance, Cat7A seemed the likely solution, due to the long lifespan and its potential to facilitate multiple applications using different pairs of the same cable. However, Nexans' Cat6A solution more than met all the necessary requirements demanded of the installation, including PoE for VoIP phones, integral to the day to day enterprise of the contact centre. PoE enables the installation of devices virtually anywhere within the building, allowing for a scalable and flexible networking environment.

Glynn Phillips, Technical Support Manager, Nexans said: "Nexans' LANmark-6A cable was the ideal solution for Etihad's 10G network installation. The cables have been designed specifically to support the higher frequencies required for 10 Gigabit Ethernet, whilst maintaining compatibility with today's needs.

"The screened cables ensure immunity from Alien Crosstalk and other external interference and are specified up to frequencies of 500MHz – essential in the environment of a call centre in a busy international airport."

Challenges and outcomes

After a tender was confirmed in a mere matter of weeks, the installation itself began in October 2011, taking just eight weeks to complete. Timing was of the essence throughout the project, as the backbone cabling installation needed to be placed before other services, such as AV and CCTV, could be installed on the network. All technical teams were reliant on the speed and accuracy of the network cabling installation.

Chris Earl, Express Data said: "The sheer quantity of outlets needing fitting in a tight space, to a tight timeframe was a significant challenge – a large number of other contractors were dependant on a quick and efficient network installation. Despite these pressures, this was one of the smoothest installation projects of its size that Express Data has carried out, terminated and signed off." Glynn Phillips, Nexans commented: "Etihad was delighted with the cost efficiency and high-performance of Nexans' LANmark-6A cabling solution – particularly after witnessing its capabilities when they were at first won over with the performance of Nexans' Cat7A solution. The comparative cost-efficiency really set this project apart."

Etihad's future projects will see them looking to install similar network solutions, based on the flagship Manchester model, at UK airport locations nationwide. An Airbus spokesperson commented of the project: "The construction of the North Factory facility has raised the profile the Broughton Airbus plant again; enhancing the view of many that the Flintshire Airbus facility is crucial to the economy of North Wales."



With energy as the basis of its development, Nexans, worldwide expert in the cable industry, offers an extensive range of cables and cabling systems. The Group is a global player in the infrastructure, industry, building and Local Area Network markets. Nexans addresses a series of market segments: from energy, transport and telecom networks to shipbuilding, oil and gas, nuclear power, automotives, electronics, aeronautics, material handling and automation. Nexans is a responsible industrial company that regards sustainable development as integral to its global and operational strategy. Continuous innovation in products, solutions and services, employee development and engagement, and the introduction of safe industrial processes with limited environmental impact are among the key initiatives that place Nexans at the core of a sustainable future. With an industrial presence in 40 countries and commercial activities worldwide, Nexans employs 24,500 people and had sales in 2011 of 7 billion euros. Nexans is listed on NYSE Euronext Paris, compartement A.

In the field of LAN Cabling Systems, Nexans offer a complete range of products and value added services providing improved reliability and reduced cost of ownership for Network Managers and an unrivalled choice of solutions to a global customer base. For more information visit

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